Introduction

Women Entrepreneurship in Rajasthan

Entrepreneur in a male dominated society was once regarded to be a privilege of male gender and sphere of work of woman was considered to be restricted to raring of her offspring and taking care of household. However, during last few decades, female has broken this ice and came out of her confinement by successfully reaching at par with men. At many a places they are even smarter and dynamic in leadership to that of their male counter parts. They have proven their worth in knowledge, Skill and adaptability in business especially at small industrial scale level (Palaniappan *et al.* 2012).At the moment 13.72 % of enterprises registered with Micro, Small and Medium Enterprises (MSME) sector are being run by female entrepreneur that constitute 0.215 Million organization across India. The efforts made during last few years by government agencies and civil society is laudable. Despite a miniscule contribution, training at grass root level by NGO's has contributed a lot in uplift of women entrepreneur in India (Shah, 2013). Above all her social contracts specifically at family level have gone through a transformational shift. Today, the women in India is far more motivated and supported from her family than some years ago but still dark side of the picture is that the growth rate of female entrepreneur is not satisfactory and uniform throughout the country (Vatharkar, 2012; Kumbhar, 2013). Women at this time and age are recognizing its in-built business skills and talent (Mathew and Panchanatham, 2011). Equality in gender is still a far cry in a tradition loving India (Goyal and Parkash, 2011) but with a change in social fabric in India, the situation has ameliorated during last ten years and participatory role of women has been increased manifold. There are multiple factors pertaining to this rising participation of women in entrepreneurship that encompasses a change in socio-cultural outlook, demolishing educational and legal barriers, etc. (Shrivastava and Mulkikar, 2012). Compilation of woman-specific data is a difficult task as governmental economic promotional policies are often gender independent yet an attempt has been made to collect as reliable as possible information from the published reports regarding regulatory, promotional, credit representational policies (Vatharkar, 2012). Apart from some good efforts of civil society and the government, a behavioral change of family relations specially of spouse and in-laws have contributed in bringing about tangible success of working women in India. Still woman in India is facing multi-faceted problems, important among these factors are quality of health, dependent care issues, lack of proper social support and problems in time management. Despite all these handicaps, the women in India is fetching out herself from the dark tunnel with the help of shifting stances of policy-makers (Shah, 2013). Entrepreneurial Development Program (EDPs) for women is a big support these days. Commercial banks and other lending agencies are preferring women for leasing and lending. Many of the financial institutions are financing women at concessional rates to participate in industrial exhibitions and trade fairs (Shrivastava and Mulkikar, 2012). However, the quantum is this support is not sufficient and more governmental and non-governmental support is required to fill the gap among gender in India. This includes creation of "Women Entrepreneurs Guidance Cell". Research endeavors to identify more areas of women participation, etc.

Basic concepts of Entrepreneurship

There are nearly a thousand definitions in literature describing entrepreneurship and business processes. The very earliest definitions of entrepreneurship that can be dated back to the eighteenth century deem it to be an economic term depicting it to be a process of taking the risk of purchasing goods at certain prices where as selling them at uncertain prices. In due course of time, the term broadened and included the theory of bringing the factors of production together. Such a definition led many people to question whether there lay any exclusive entrepreneurial function or it was simply a management form. Most recently, innovation concept was added to entrepreneurship definition which again blossomed into numerous categories like process innovation, factor innovation, organizational innovation and market innovation. Then again, the latest definition views it as creation of enterprises and the founder is termed as an entrepreneur.

Considerable efforts have been made in trying to comprehend the sociological and psychological underpinnings of entrepreneurship. According to some studies, majority of entrepreneurs have some common characteristics that include need for achievement, risk taking propensity, ostensible locus of control and orientation towards intuitive reasoning. Additionally, many have also commented upon minority group membership, adolescent economic experiences and childhood deprivation.

So we now have the definitions of entrepreneurship which seems to be easily understandable. However, it's the detailed study of literature as well the actual examples which tend to make the concept of entrepreneurship more difficult. Considering the risk bearing factor which is supposed to be an essential element of entrepreneurial personas, a majority of them have surpassed by avoiding risks. Neither is creativity a prerequisite for successful entrepreneurship. Most of them have efficaciously copied the idea of others and have somehow improved on the idea to make it an innovation that was essential for that product's success.

Measuring entrepreneurship

Despite the gloominess of the current findings concerning entrepreneurs, there remains a very powerful impulse, especially amongst the enterprise development practitioners, for measuring entrepreneurship in some way or the other. The measurement attempts may range from very simple checklists to detailed and utterly complex computer programs. And the most correct definition that came across was that an entrepreneur is one who rightfully perceives and identifies market opportunity and has the drive, ability and motivation for mobilizing resources for meeting demands. Some of the major characteristics that are listed by commentators include:

- Multi skilled and self confident.
- Confident in times of difficulties as well as in discouraging circumstances.

- Result oriented. Good entrepreneurs are usually motivated by profit. They are quite adept and skilled at identifying lucrative niches in markets that can be easily exploited for profit. They possess the drive to achieve goals that have been set by them.
- Innovative skills. An entrepreneur is most commonly perceived as an innovator-generator of business processes and new ideas. Strong team building skills and managerial abilities are among his most essential leadership attributes. Individuals with entrepreneurial spirit are often experienced at channelizing the creative processes that helps them in producing unique services/products. They are often willing, ready and can actively adopt newest techniques for getting ahead of others. They are often said to easily recognize opportunities that are often invisible to the common masses.
- Skills. Only interest and vision will not help an entrepreneur in any way if he lacks in applicable skills. For instance, if an individual wants to start up a business of creating mobile games, he needs to have specialized knowledge in gaming industry, mobile app marketing, mobile technology and programming.
- Risk taker. The western society is often risk averse and those with an entrepreneurial spirit embrace such situations with a very positive attitude. However, risk does not mean recklessness and therefore, those demonstrating such spirit are most likely adept in assessing risks involved in various undertakings. Studies have proved that most successful entrepreneurs have shown an incremental approach towards risk taking.
- Total commitment. The most essential elements within an entrepreneurial profile include single mindedness, hard work and energy.
- Adaptability. Entrepreneurs need to be very adaptable for overcoming barriers that come across as business problems and should be able to resolve those issues quicker than the mainstream business thinkers.

However, there are two warnings attached to the above partial listing of entrepreneurial characteristics. First, selecting individuals with such set of skills and attitudes for enterprise development training does not guarantee business success in any way. Secondly, entrepreneurial characteristics needed for successfully launching a business aren't the same for businesses that experience growth. Role of entrepreneurs need to change as the business develops and grows.

Visionary and Managers

For emerging new businesses, a visionary or an entrepreneur is often the person starting the business. He/she starts the business with an innovative and fresh idea in mind and is not often interested in primarily making money. He/she is involved in doing something which no one has done and is particularly entranced into meeting a need. It's the act of building your own business instead of working hard for someone else in their business. No doubt they will have to deal with a large number of fears and obstacles as compared to salaried employees, but their payoff is undoubtedly higher as well.

Entrepreneurship is one of the dynamic processes involving change, vision and creation. There is a constant need for application of passion and energy towards creating and implementing creative ideas and innovative solutions. And an entrepreneur is one who starts

or initiates the development of an enterprise. An enterprise is a business organization that provides services and goods or creates jobs and contributes majorly to national income and economic development. The entire process of creation is known as entrepreneurship which is the act. In conclusion, it can be said that there are certain key characteristics that encapsulate entrepreneurial spirit, but it would be quite foolish to fantasize that any one individual can possess all those traits. And it is even more imprudent to think that such an intricate concept can be defined comprehensively.

Women entrepreneurship in the changing world

Women in business are a recent phenomenon in India. Women entrepreneurs are engaged in business due to push and pull factors which encourage them to have an independent occupation and stand on their own legs. A sense of independent decision-making towards their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new.

During the last three decades, the position of women has been developed as a result of industrial revolution, technical revolution and awareness. Women's participation in economic activities is increasing. When women enter into various entrepreneurial activities, they often face lack of access to credit and face lot of obstacles to establish and flourish their business. Every Indian housewife is an entrepreneur in her true spirit. Their role as a manager of the house can be related to the basic management techniques used in the business world of a small enterprise.

There has been significant progression in self-employment of women who are now starting up new ventures at thrice the rate of men.

For a woman, entrepreneurship is a vision or an idea that she holds for exploring and optimizing to help create jobs and contribute to economic empowerment amongst her fellow beings. Generations of women from across the globe and from very diverse backgrounds have shown encouraging entrepreneur spirit. However, the concept of women entrepreneurship is still a barrier in most societies and thus, women potential which could be a potent resource for every country's economic growth remains virtually untapped. Even in developed nations where gender equality is emphasized upon, women still face human resource challenges, financial insecurity, business insurance and resistance from male counterparts. For a woman, the concept of entrepreneurship is moving towards empowerment from economic disparity. The likelihood of women starting up new business ventures significantly depends upon their skills, knowledge level and aptitudes. Women that perceive themselves to be having the necessary knowledge and skills are comparatively greater that those lacking in such skills. Thus, greater emphasis is on perception process and individual awareness.

Entrepreneurship and business is no more men's domain and it has now become quite easier to link the concept of entrepreneurship with women. Some qualities that women entrepreneurs need to learn and posses in order to be successful are as follows.

- Confidence- The virtue of confidence is something that can be cultivated over time based on previous experiences, learning and achievements. It is one that needs to be executed and practiced. Strong minded women who seem to be more confident usually taste success where as women entrepreneurs lacking in confidence are doomed to failure. Being confident opens up newer ways in your venture that can take you to success.
- Courage- Walt Disney had quoted that all your dreams can be realized only if you have the courage and will to pursue them. Courage does not mean absence of fear, but accepting that there is something else which is more essential than fear. Building up of confidence ultimately leads to developing courage. A brave woman usually brings in fortune where as courageous women keep breaking open the blocks and moving toward success.
- Conviction- Orison Swett had said that half the battle is in the conviction that we can do what we have undertaken. With strong conviction to become what they desire, women entrepreneurs have become really successful.
- Competence- The term competence implies the knowledge and skill required for doing things successfully. It's all about goal setting, risk taking, networking, opportunity seeking, persuasion, demanding for efficiency and quality and persistence.
- Communication- The key to successful entrepreneurship is effective communication. It's the essential ingredient for establishment, growth and survival of businesses. Good communication skills are about conveying the right message correctly and clearly. It helps women entrepreneurs in covering that extra mile swiftly and making things work.
- Conceptualization- Conceptualization can be defined as the process of clarifying and developing existing and new concepts. Identifying exclusive and unique ideas and working upon them is what make a woman a successful entrepreneur. Researching the complex situations and then coming out from it requires much conceptualization. For becoming great entrepreneurs, women must be able to identify existing obstacles and problems for finding out new and better solutions.

Advancement in the technological field has perhaps been one of the best pieces of news for women entrepreneurs who have taken to it as money earning avenues in the form of money making online home businesses. Every day, more and more women are becoming a part of the larger group of entrepreneurs and are following their goals and living their passion. Anyone can be a part of this new revolution and accomplish their dreams provided they do not fall back in any of the virtues and skills mentioned above. The time is not far when the number of women entrepreneurs stand side by side and at par with the figures of men entrepreneurs.

Why women choose entrepreneurship

Being a business owner is no more the all-boys' club like it used to be before. Over the past years, development of women entrepreneurship has taken a life of its own. With entrepreneurship holding a promising and lucrative future ahead, many women are walking the road to enterprise development rather than staying in boring dead end jobs. These days, women entrepreneurs are greatly revolutionizing the way in which people think and work. According to researches, the number of women opting out of the corporate jobs for starting their own businesses is nearly twice that of men. Women empowering women is now the new vision of networking groups wherein successful women entrepreneurs are inspiring other household ladies to break their barriers and come out in the limelight.

Advantages of women entrepreneurship:

- Earlier, women were to work towards achieving the goals and targets of their organization without caring for their professional satisfaction. However, women are now discovering their potential and the joys of working independently.
- Being the boss of your company gives you more flexibility in terms of setting corporate goals.
- You can earn more and your contributions would also be valued as an entrepreneur.

What makes women entrepreneurs more successful than men!

Entrepreneurship was once known as a male bastion and the corporate sector used to drive women away. However, business analysts are lately taking notes of the how women entrepreneurs are rising and making contributions to the economy. It has been noted that women are succeeding in business through great style because of the following reasons.

- Women take ample of time in analyzing the market and data, testing products and understanding the preferences of customers. Therefore the risk of their business going downstream is minimized and they usually successful enterprise owners.
- Women love talking. As entrepreneurs entering into a new industry, networking is their best friend and they love doing it. Being willing to network and talk with other people about business opens up new and unexpected learning and business opportunities. Being up front and honest gives way to communication channels for creating deeper and more involved relationships.
- Women are more obsessed with their relationships. They are usually more involved with their coworkers, have strong relationships and feel supported and liked. The same applies for developers, vendors and others as well.
- Women often take things personally. They accept feedback from customers and constantly try to improve their products and serve their customers better.

There are numerous push and pull factors that influence women to take up the path of entrepreneurship which include

- Desire to do something.
- Availability of finance.
- Need for independence.
- Subsidies and concessions given by Government.
- Unfortunate family circumstances such as death of father or husband.
- Responsibility towards family.
- Financial difficulties.

Studies have revealed a number of issues that have impacted women on their journey to transforming into small business owners which include

- Work life balance
- Leadership experience
- Knowledge on how to start up and run small businesses
- Mentors to direct through the roads
- Access to funding.

Women business owners have been the fastest sectors of growing entrepreneurs and it would not be long when this group would lead the world of social entrepreneurism. If you are considering on venturing into the entrepreneurship world, several factors will help to get your business on the right start like planning, financing, preparing and marketing. But, the most essential element for successful entrepreneurship is mindset of woman entrepreneurs.

- Visionary: The key characteristic of women entrepreneurs is giving life to their vision. Right from initial idea implementation to growing, a visionary woman develops a service or product and brings it to the market. The vision keeps woman entrepreneurs driven and focused to achieve.
- Self motivation: It takes a lot of discipline and self motivation for consistently keeping up with the demands and essentials of running a business as well as managing your personal life, particularly during the initial stages of business development. The key to successful entrepreneurship is self motivation, where you need to be accountable for your own rise and not anyone else.
- Perseverance: The factor which distinguishes successful woman entrepreneurs from unsuccessful ones is the quality of perseverance. Entrepreneurship will test you in a lot of ways that a regular job can never do. Woman entrepreneurs will need to face challenges and meet failures as well. Moments of discouragement will come every now and then. However, your ability to persevere, fail, try and rework your plans will determine your success level.
- Enjoy working: Try reconnecting with the excitement which you had while starting your business. At the end of the day, celebrate your accomplishments and keep a positive attitude so that you can go way long to fulfill your dreams.
- Listen, watch and read: Great affirmations, books and quotes will always motivate you to move forward. Be willing to educate yourself continuously. Educating

yourself continually will build your self confidence and equip you with the knowledge required for building your business.

- Join networking groups: The right groups will keep you motivated and inspired. It can be the right place to support each other and share your problems and issues. Networking groups will also help to expand and grow your business.
- Take out time for yourself: Its one of the key factors of successful entrepreneurship. Getting wrapped up and losing yourself in your business is easy, but it is very essential that you need to take out time for yourself and enjoy life.
- Judge yourself based on the progress that you are making: The continuous progress you make accounts for your gradual success. Keep track of your progress each day and try to improve on what is required. Cherish in whatever you do, believe in yourself and keep moving forward until your vision comes forth. Every day, you will need to feel inspired, powerful and on track to stay fabulously motivated for growing your business.

Overview of Women entrepreneurship of Rajasthan

In our globalized period, there is a radical development in economy field. With this progress, women's involvement is associated with greater significance. These women entrepreneurs possess generally acquired potential in the Self Assist Groups. Actually these groups tend to be making ladies financially independent. They're emancipating their own voice in most of the spheres such as the field associated with the economy. Woman Entrepreneur, inside of a larger feeling, therefore, is really a woman who accepts difficult role to satisfy her individual needs and be economically self-dependent. A female faces several problems to achieve her familial requirements. At final, women entrepreneur gets economically self-dependent after facing problems. By determining herself an effective entrepreneur, she shines within the two encounters of the woman's life, within society as well as family.

Since the title from the paper signifies, there occur some queries. They tend to be, Do non-urban women when compared with urban ladies? Do non-urban women when compared with rural males? Do they've different problems besides a city woman along with a rural guy?
There is a serious discussion happening about sex bias. Apart out of this gender inequality there are several hidden obstacles to non-urban women's entrepreneurship?
The present article tosses light on the idea of challenges (difficulties) associated with rural ladies entrepreneurs.

Idea of Women Business owner:
In general business owner is a good economic guy, who attains gain, his revolutionary methods. Within the problematic route of entrepreneurial actions or improvement, a business owner faces several problems.

Idea of Women Entrepreneurship:

The title from the present document entitled, "women entrepreneurship of Rajasthan", is by itself partially provides the umbrella from the problems associated with Rajasthan ladies. These problems have been in umbrella form and therefore are enchained or even overlapped on a single another. These entrepreneurial difficulties make someone to understand the actual ABC of each and every Rajasthan Women Entrepreneur. Actually it offers the peripheral view from the problems, opportunity/challenges of the women business owner.

Difficulties Faced Through Rajasthan Women Entrepreneurs:

Women play an important role within the growth as well as development for the economy of the nation. They achieve the success within the entrepreneurial globe by facing a great deal with many difficulties. There might be various problems for ladies to obtain entered to the world associated with entrepreneurship. But, their ultimate aim would be to reach the actual peak associated with success and also to be financially strong. This kind of target of each and every Rajasthan women entrepreneur brightens the actual development associated with the country combined with the development by women business owners. The difficulties faced through Rajasthan Women Entrepreneurs tend to be more than that from the problems faced through the men associated with the rural area, and also the women from the urban region. This happens because they not only face sex bias but also there is the issue of literacy respectively.

The involvement of women in the economy improves the country and additionally the women of the nation. Indian non-urban women business owners have become component and parcel from the development from the nation. As non-urban women were among the major recruiting and opened to any or all natural assets. They actually assist men in most walks associated with life together with agriculture. Henceforth when they take participation in the region of the company, they may lower the idea of "brain and drain" inside of the nation through finding employment from their own non-urban area.

There's an English talk, "Problems are available in the bunch not really in single", which saying is extremely true towards the Rajasthan Women Entrepreneurs because, they face countless problems. These problems might be social, financial or entrepreneurial.

There exists quantity of questions regarding to the women entrepreneurship that are as comes after:

- Do the folks practically practice the best of equality in most of the spheres associated with life?
- Can there be social protection for ladies for entrepreneur?
- Will the government provides sufficient facilities for Rajasthan or Rural entrepreneurs?
- Will family assistance her within entrepreneurship or even not?
- They are the queries about that every woman entrepreneur is affected with a "psychological trauma".

The issues of Rajasthan Women Entrepreneurs are the following:

Sex bias within formal organization:

Every non-urban entrepreneur faces this type of gender prejudice which is not able to redress within the social framework. Being among the social difficulties, it attacks a business owner as much as needed one. Within rural places, women encounter legally as well as institutional segregation along with discrimination, wherein regulations hinder women's capability to become prosperous entrepreneurs. Because India is actually dominant through patriarchal man culture, it's not easy to emerge from the interpersonal bindings with regard to rural ladies. Therefore helping women towards the process of establishing a business isn't enough. It's very essential to provide mental support from gender bias to achieve success, and it is important to.

Paradox associated with Illiteracy leads to lack of knowledge as well as skill:

The issues faced through rural business owners are overlapped by one after another. Because literacy percentage of non-urban women is actually low, it is directly impact to the percentage of Rajasthan Women Entrepreneurs. They're benighted associated with new technologies, and it is developments. They're completely unaware towards advertising knowledge. The enigmatic idea of literacy, as well as skill, tends to be intrinsic things for any Rajasthan Women Entrepreneur to setup themselves within the marketing field.

Apart through literacy is a problem there to be skilled. For any rural Indian native woman with poor economic climate along with numerous skills faces the issue of monetary assistance. Meanwhile, a female entrepreneur associated with sound economy might not be skilled. Therefore, it is perplexing of lack, and existence of the ability, and understanding. Above

All you will find women business owner from non-urban areas within whom each skill, as well as economic assistance, ought to be provided.

Insufficient financial help:

Does what the law states provide equivalent financial assistance to ladies entrepreneur because men within financial rights and also the equal gift of money rights?

Because all difficulties are enchained along with another, the issue of monetary support can't not detach in the chain associated with problems. It's the underlying problem for any woman to determine a business; as an effect her actions back or even make the blind eye to become successful business owner. It holds true that ladies have lower opportunities as well as ample associated with financial problems to become equipped. This really is only due to insufficiency associated with tangible security as well as credit on the market. Along with one of these, they tend to be heedless concerning the process associated with receiving financially in banking institutions.

Discrepancy between loved ones and occupation, phobia associated with bearing danger:

It is the actual Indian custom, in that the society, as well as women by itself, considers which, a woman is definitely "chatted as well as fished" following her relationship life. It's

absolutely accurate. But simultaneously it binds women's freedom inside the context associated with family. Apart from these, a female plays the actual role associated with mother as well as wives. These just about all marital bindings associated with rural women inside the rigid conventional rural region compel a female to stay the exact same boat and also to enjoy inside the margin associated with family.

Particularly in non-urban areas ladies live underneath the shadow associated with men. They're strictly compelled to reside within the actual boundary of the family. They actually sacrifice their very own life enemy family. By living underneath the shadow of the husband, they in no way put an attempt to become a business owner. Thus non-urban women guide their existence in the night by concealing their ability and goals. As none from the family people supports, eventually women obtain phobia regarding bearing danger towards entrepreneurial actions.

Insufficient awareness regarding government applications and strategies:

Unawareness is among the drawbacks associated with rural ladies entrepreneurs. The federal government schemes tend to be framed to become benefitted with regard to such business owners. Therefore, it's very essential for you to be touching all the actual governmental schemes in order to utilize and revel in all the actual facilities. Here the essential problem is. As a business owner is hailing through rural region, her social network limits to her very own village.

These exist opportunity to get details about all governmental strategies. It is actually even really sad which; some from the programs tend to be remained unused through the entrepreneurs due to lack associated with information.

Failure of learning skills:

Skill may be the elemental point, on that the success of each and every entrepreneur is. Besides these types of, management abilities and training ought to be offered depending on their market. Women business owners have a minimum amount or even limited technical awareness regarding technology.

Actually, they may have no kind associated with technological understanding; it may nil amongst rural ladies. If so, they have your knowledge associated along with technology though under the non-urban men.

The only real reason for that unawareness associated with technological knowledge happens because; villages possess always taken care of the higher statistics associated with dropping away and low quality of training. There tend to be few who've adequate training which is not of technical one.

Therefore, the rural entrepreneur does not receive instruction skills because their basis of main and supplementary education isn't well grounded.

Problems within the Professional Field:

Managing the company sector is really as important since the moral support of the family. Meanwhile, there is the number associated with problems.

1. Insufficient security for any women business owner:

Always the rural ladies symbolizes purity, it might put the woman's in difficulty. There exists the issue of low self-esteem from her very own male employees with whom she's to work together in her very own professional area. The insecurity might be for as she's professionally exceptional than the woman's male employees.

2. Insufficient market understanding:

After the actual successful associated with receiving all of the benefits, it's [really] a large challenge for any rural entrepreneur to possess a command within the field associated with the marketing field. As the ladies are hailing through rural region, she is not able to have sufficient amount or even sound understanding of marketing region.

As it's a computational globe, an entrepreneur ought to be always aware of good advertising environment in order to save the woman's goods as well as of advertising value.

3. Insufficient social system:

Irrespective from the gender bias a business owner must possess a social relationships or Contact in order to accompany having a good marketplace area as well as value. It's a rigid social boundary that restricts a business owner to possess good internet sites. Since most of the rural ladies entrepreneurs run small size Industries, many business owners establish enterprises depending on their heridetrical occupation inside a small size. As an effect, it is actually highly impossible to achieve a good social networking. Meanwhile, the majority of the highly expert organizations tend to be run through male, and in several circumstances these types of many don't wish in order to encourage the ladies entrepreneur. It might even be said that it's the fear of males entrepreneur concerning the complete empowerment associated with women business owner.

Thus insufficient social system deprives ladies entrepreneur to achieve the maximum of revenue. Hence it can also be said that insufficient social system lacks the actual progressive business and also the carrier associated with women business owner too. Simultaneously it’s very difficult task to determine an extremely professionalized business. In additional words insufficient network limitations the range of business for their hometown degree.

In this developing era, Rajasthan is not here to stay behind. Along with the whole nation of India, Rajasthan is also going ahead by holding the hands of surviving ladies. The survivors are the part of women entrepreneurship of Rajasthan. Keeping all the problems in daily life the women of Rajasthan is aimed to their individual focus nicely.

Entrepreneur in a male dominated society was once regarded to be a privilege of male gender and sphere of work of work was considered to be restricted to raring of her offspring and taking care of household. However, during last few decades, female has broken this ice and came out of her confinement by successfully coming at par with men. At many a places they are at par and even smarter and dynamic in leadership to that of male gender. They have proven their worth in knowledge, Skill and adaptability in business especially at small industrial scale level (Palaniappan *et al.* 2012). They are still being outclassed by males on account of some intrinsic as well as some societal factors like lack of motivation, unwanted fear, etc. However, with improvement of literacy rate, increasing educational opportunities and changing socio-economic scenario, women find more entrepreneur opportunities. Women at this time and age are recognizing its in-built business skills and talent.(Mathew

and Panchanatham, 2011).The situation has ameliorated during last ten years and participatory role of women has been increased manifold. Yet the female ownership in industry is still far behind the developed world. The dark side of the picture is that the growth rate of female entrepreneur is not satisfactory and uniform throughout the country (Kumbhar, 2013). There are multiple factors pertaining to this poor participation of women in entrepreneurship that encompasses socio-cultural condition, educational barriers and legal barriers(Shrivastava and Mulkikar, 2012). More important among these factors are quality of health, dependent care issues, lack of proper social support and problems in time management. Despite all these handicaps, the women in India is fetching out herself from the dark tunnel with the help of shifting stances of policy-makers. Entrepreneurial Development Program (EDPs) for women is a big support these days. Commercial banks and other lending agencies are preferring women for leasing and lending. Many of the financial institutions are financing women at concessional rates to participate in industrial exhibitions and trade fairs (Shrivastava and Mulkikar, 2012). However, the quantum is this support is not sufficient and more governmental and non-governmental support is required to fill the gap among gender in India. This includes creation of "Women Entrepreneurs Guidance Cell". Research endeavors to identify more areas of women participation, etc.

Need for entrepreneurship

The main need for Entrepreneurship State in any country is for Economic Development. In capitalist and developed countries, private entrepreneurs play an important role in economic development. In socialist countries, the state (Government) is the entrepreneur. In under-developed countries, private entrepreneurship is not encouraged because of the degree of risk involved. The government has to play a vital role in economic development. But in a developing country like India which follows a mixed economy, the role of both the government and the private entrepreneurs is equally important. The role of the private entrepreneurs has further increased because of the liberal economic policies followed by the Indian government since 1991.Economic growth depends on the rate of innovation in the economic field, which in turn, depends on the number and quality of entrepreneurs in the society. Thus, entrepreneur is an agent of progress in the society. The reason for slow progress of our Indian economy during the first four decades of independence is that, the Indian entrepreneur has been shy. But as our economy has been progressing, we have seen an upsurge in the number of entrepreneurs emerging in all fields, but more needs to be done for increased economic growth in our country.

Review of Literature

1. **Shah Hina, (2013)** in her article **"Creating an enabling environment for women's entrepreneurship in India"** suggested strategies and polices which create enable environment for women entrepreneur. Major Emphasis on govt. efforts, scheme and programmes to support women entrepreneur. The study provides the range of recommendation to promote women entrepreneur like role of government, supporting organization, access to finance, market, infrastructure, technology. This research mainly emphasis on policies, schemes and facilities provided by government to women entrepreneur

2. **Kumbhar Vijay, (2013)** in his paper **"Some critical issues of women entrepreneurship in rural India"** performed a study which reveals critical issues of women entrepreneurship in rural India. Problems they are facing like absence of definite agenda of life, absence of balance between family, financial problem, no direct ownership of property and various other issues regarding women entrepreneurship in India. He concluded that there is need of continuous attempt to inspire, encourage and motivate women entrepreneurs. Awareness programmes should be conducted on mass scale to create awareness among women.

3. **Zvezdana Oluić(2013),** in his research titled "**Assessment of the environment for women entrepreneurship"** focused on challenges faced by women entrepreneurs .He concluded that in order to improve the status of women entrepreneurs and the environment where they Operate, it is necessary to examine their experiences in business, attitudes, motives and barriers encounteredin business or to examinewhat discourages them to get into the business.

4. **Chander Subhash, (2013)** in his paper **titled "Study of financial problems of women Entrepreneurs"** identified the various financial obstacles faced by women entrepreneur during start up age and running up their enterprises. This study stated that women are facing lack of economic power. Problems faced by women entrepreneur are classified into different types: 1 obtaining start-up capital. 2 Reluctance of financial institution in granting credit facilities. 3 lack of awareness of financial scheme and facilities .4 shortage of finance. 5. Economic incredibility of women. 6 Lacks of collateral security and margin money to secure the money borrowed. So in overcoming these obstacles the government, financial institution, and policy maker should take necessary steps to create awareness among women and to make them financially strong.

5. **Jayen. K.Thaker, (2013)** in his paper **titled "Obstacles faced by women Entrepreneurs in India"** describes the experiences, initiatives & obstacles faced by a woman entrepreneur. For this purpose, the researcher has collected data from the secondary source in form of various research papers, websites and books. In addition to this the researcher has placed his own observations regarding the same. The paper stated that, it's difficult for a woman to start and run the business in India as there are a lot of obstacles. But with family support, enthusiasm, courage and dedicated efforts

women can start the business. The awareness among the women regarding education has increased plus government has also introduced certain programs and scheme to develop women entrepreneurship so future of women entrepreneurs is bright in India.

6. **Basha A.M. Mahaboob, Pranav K. Sai, Rao R.V.S.S Nagabhushana, K. Madhavi.K and P. Sri Sudha, (2013)** in their paper **titled "A study on the Development of Women Entrepreneurship in Nellore, AP, India"** examined problems faced by women as an entrepreneur, and how to overcome those problems, what solution makes them to be a successful women entrepreneur. What are future ambitions and what things making them to feel stress. This is a study which specifically related to a specific area. The main objective of study is to study the existed review of literature for better motivational factors. The paper concluded that Women entrepreneurs not only required motivation in form of financial assistance, and government permissions and sanctions. They require support of family members and life partners' .When women playing dual role definitely there is a stress and to overcome this stress family member must support her.

7. **Prof.Kothawale.C.P, (2013)** in his paper **"Women Entrepreneurship Development: Problems & Prospects"** focused on comparative study of women entrepreneurship development in select leading countries vis-à-vis India by analyzing the data regarding percentage of women work participation. The data shows that USA is at the top followed by UK in terms of women work participation. India's position of women work participation is the lowest comparing with other countries. Women work participation in India has got momentum recently as the percentage of work participation went up from 14.2% in 1970-71 to 31.6% in 2010-11.Women, being almost 50% population of India, have a pivotal role to play as far as economic development of country is concerned. If problems of women entrepreneurs are address properly then they are emerge as successful entrepreneurs.

8. **Vatharkar Poonam ,(2012)** in her paper **"A Study of Constraints and Motivating Factors for Indian Women Entrepreneurs in Small Scale Industries"** examined the demographic profile of women entrepreneurs in small scale sector in Pune district, Maharashtra, India, to analyze the various motivational factors responsible for women entrepreneurs to start up their own enterprise, to probe into challenges / constraints faced by women entrepreneurs to start up their own business and to suggest the framework for the promotion of women entrepreneurship in current scenario. It's been found in the study that India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs face lots of problems at start-up as well as operating stage. The right kind of assistance from family, society and Government can make these Women Entrepreneurs one of the crucial entrepreneurial resource and they can contribute towards the economic and social development of India.

9. **Mulkikar. N. Jeetendra, (2012)** in his paper **titled "Opportune and effective marketing of rural Women Entrepreneur",** examined the behavior and marketing strategy adopted by women entrepreneur to promote their product with reference to agriculture. The study focuses on vegetable seller and preserved food women entrepreneur. The study concluded in respect to vegetable seller and rural entrepreneur and finds that various marketing strategy like how do they grow their customer base and sustain the existing customer, some modular planning and help from financial institution help in generating better business must be adopted by women entrepreneurs so to earn good amount of money. MAWE an organization who with NGOs recognize the need of women entrepreneurs and discuss the issues related to women entrepreneurs. Thus empowering women is essential for achieving the goals of sustainable development for rapid economic growth.

10. **Nachimuthu Sulur Geetha and Gunatharan Barani, (2012)** in their paper **"Empowering Women through Entrepreneurship: A study in Tamil Nadu, India"** examined the differences between women in other forms of enterprises and self help group and attempt to identify the strength of these two form of enterprising in empowering women, thus the main objective is to measure the performance of women entrepreneur in Tamil Nadu.In this study performance of two self help group and non self group was measured considering factors like business profit, market share, customer confidence and net worth. The results show that profitability of the enterprises, loans availed, confidence of women entrepreneur to succeed are important factor for growth of net worth of SHG Women. Economic status, self worth, social confidence, and social status of women are variables that define empowerment of women. Women entrepreneur in SGHs are more empowered than other entrepreneur

11. **Razak Chef Razli, (2011**) in his paper **titled Attributes, Environment factors and women entrepreneurial Activity** evaluated and compared whether environment factors exert more influence on women entrepreneurial activity than individual attributes. Individual attributes such as education, experiences and attitude towards risk taking are vital to entrepreneurial activity of women entrepreneurs. Business environment factor like credit n lack of skill and training, lack of saving and social network are also important for entrepreneurial activity. The major problem for women is accessing credit to enter into self employment. Through surveys and various studies it has been concluded that business environment factors such as credit accessibility exert much influence on entrepreneurial activity of women entrepreneurs than individual attributes. This is so because entrepreneur may have requisite characteristics for exploiting entrepreneurial opportunity but the environment factors may constitute a great hindrance.

12. **Mathew.V.Rincy, (2011)** in her article **"An exploratory study on the work-life balance of women entrepreneurs in south India"** stated the work life balance challenges faced by women entrepreneur. He examined in the present study that work interference in personal life (WIPL) and personal life interference in work (PLIW) are quite common in their lives, leading to role overload, work life imbalance and over all stress. Therefore a women considers a balanced life as one in which the individual achieves satisfying experiences in 5 factors like support network, time management, of health, dependent care, role overload quality

13. **Lesa Mitchell September, (2011)** in her article **titled "Overcoming the gender gap: women entrepreneurs as economic drivers."** explores the key measures that why women still lag behind men for start-up activity, and their firms tend not to grow or prosper nearly as much. Typically, this is seen as a women's issue. It is framed as a problem to be dealt with for the benefit of women, in the interest of gender equality. In fact, it is an economic issue that affects everyone. Research has shown that start-ups, especially high-growth start-ups, are the keys to job creation and leadership in new industries. Women capable of starting growth companies may well be our greatest under-utilized economic resource.

14. **Goyal.M.Jaiparkash, (2011)** in his article **,"Women Entrepreneurship in India-problems and prospects** examined the factors responsible for encouraging women to become entrepreneurs, to study the impact of assistance by the government on women's entrepreneurship, to critically examine the problems faced by women entrepreneur. These studies tell us role of women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship and women entrepreneurs must be moulded properly with entrepreneur skills and traits to meet challenges in trends.

15. **Dr. Deshpande Sunil, (2009)** in his article **,"Women Entrepreneurship In India",** exhibit the encouraging and discouraging factors in an enterprises, to indentify and analysis of all short coming encountered by women in setting of enterprises, to provide solutions to various problems faced by women entrepreneur. It has been found that that today woman are participating in entrepreneurship this is because of attitude change, support and co-operation by society members, changes and relaxation in govt. policies. But then also there is need to create awareness among woman to outshine in enterprises field and making them realize their strength and important position in society.

16. **Meenaz Kasam, (2007)** in her paper, **"To profit or not to profit: Women entrepreneurs in India",** focused on women founders of nonprofit organizations with a similar group of women founders of comparable sized for-profit businesses. It is the first research that does this comparison on nonprofit and for-profit entrepreneurs in a systematic way. The study reveals that the factors differentiating non-profit and for-profit entrepreneurship are primarily: ideology, professional standing, previous

experience, income, caste, age, family background, and the willingness to take risks. Financial stability in the household and family support is essential for most women entrepreneurs in either sector.

17. **Kollan Bharti, Parikh Indira, (2005)** in their paper **"A Reflection of Indian women in entrepreneur World"** highlights changes in status of women over last five decades and how transformation has occurred in their roles. The paper cited that with the spread of education and awareness women have shifted from kitchen, handicrafts and traditional cottage to non-traditional high level of activities and how women have learnt over centuries the art of managing house and organization.

RESEARCH GAP

- After going through various research papers on Women Entrepreneurship, it has been concluded that in most of the studies only problems have been discussed, but I would like to throw light on problems, socio economic background of women entrepreneurs and factors that motivate women entrepreneurs.
- This study will not only investigate and highlight the problems faced by female entrepreneurs but also divulge their perspectives regarding involvement of women in business.
- As research has been conducted in various parts of India but still there is lack of research in Rajasthan. Since I belong to this state so I would like to know more and study on women entrepreneurs in Rajasthan.

Objectives of Study

- To study the effects of socio-economic environment on the development of women entrepreneurs.
- To identify problems and prospects of women entrepreneurs in Rajasthan
- To find out the motivational factors and other factors that influence women to become entrepreneurs.
- To examine the role of government and other financial institution in promoting women Entrepreneurship in Rajasthan.

Hypotheses

- Ho1: There is significant relationship between the socio-economic status of women entrepreneurs and their prospects of success in business
- Ho2: There is significant relationship between Government supportive measures and sustainable growth of women entrepreneurs.

Research Methodology

- **Research Design**: An exploratory research design will be adopted to study problems and prospects of women entrepreneurs.
- **Scope of Study**: The present study will be conducted in Rajasthan .The state has 33 districts out of which 5 districts will be selected for study considering east, west, north, south and central zone of Rajasthan. The study will target small and medium enterprise women who are registered under DIC.

Region	
Jaipur(East)	50
Jodhpur(West)	50
Ajmer(Central)	50
Sri Ganganagar(North)	50
Udaipur (South)	50

- **Sampling Method**: Here in this research random sampling technique will be used.
- **Sampling Size**: The information on Women Entrepreneurs will be collected from 250 entrepreneurs. The sample is comprised of women entrepreneurs from a variety of sectors.

Data Collection

Both primary and secondary sources will be used to collect the data.

Primary Data:-The information will be collected through filed survey of the units of women entrepreneurs and interviewing the women entrepreneur. A questionnaire will also be prepared and aspects on which data will be collected from sample respondents include socio-economic profile of respondents, educational and occupational background, finance and motivational factors and problems faced by women

Secondary Data:-Information will be collected through web sites, journals, books, magazines etc.

Analysis of Data

- Data so collected will be tabulated suitably for the purpose of the analysis.
- Appropriate descriptive statistical tools like arithmetic mean, standard deviation, coefficient of variation, and diagrammatic presentation will be used for interpretation of data.
- Appropriate inferential statistical tools like chi-square, F-test will be applied for hypothesis testing.

Limitations of study

- The identification of the respondents and gathering information from them will be difficult task.
- Bias of the respondents may effects the results of the study.

Chapterization

Chapter 1: **Introduction**

i. Concept of Women Entrepreneurs
ii. Characteristics of Women Entrepreneurs
iii. Functions of Women Entrepreneurs
iv. Qualities of Women Entrepreneurs
v. Present the socio-economic status of women entrepreneurs
vi. Problems Of women entrepreneur
vii. Factors motivate women entrepreneur

Chapter 2: **Overview of Government measures and institute in promoting women entrepreneurship**.

Chapter 3: **Research Methodology**

i. Review of Literature
ii. Motivation/Justification and Relevance
iii. Objectives of the Study
iv. Hypothesis
v. Plan of Work and Methodology:
vi. Sampling and Data Collection Methods
vii. Statistical Tools for Hypothesis Testing
viii. Limitations of the Study

Chapter 4: **Data analysis and discussion of Result**.

Chapter 5: **Summary, Conclusion and Recommendations.**

Bibliography and Webliography

Appendix: Questionnaire

Appendix –A

Survey on Women Entrepreneurs in Jaipur

QUESTIONNAIRE
Please tick ( ) the appropriate answer.

1. Name:
1.2. Age:
1.3 Name of Enterprise:
1.4 Address:_____
1.5 Phone Number_____ Email: _____

2 When did you start your enterprises (___ dd/___MM___YY)

3 what is sector of you enterprise? (Please tick as appropriate)

Sectors	TICK	Product/Service
Manufacturing		
Services		
Information,Communciation and technology		
Repair and maintenance		
Handicrafts		
Other, please specify		

4 What is your highest educational Qualification? (Please tick as appropriate)

Postgraduate	Graduate	Higher Secondary	Primary School	Others, please specify

5 What is your relationship status? (Please tick as appropriate)

Married		Divorcee	
Unmarried		Widow	

6 How many years paid work experience do you have? (Please tick as appropriate)

Less than one year	
One to two Years	
Two to five years	
Five to ten Years	
Ten Years or More	

7 What was the main reason behind your decision to start this enterprise?

To support family earning	
To gain social recognition	
No job	
To pursue interest.	
Independence/ Self Confidence	
Previous experience or knowledge	
To utilize spare time	
Sense of self achievement	
Profit making aspirations	
Improve social and family status	
My friends and family encouraged me	
Financial Need	

8 When you became an entrepreneur, did you consult anyone to help start the enterprise?

Husband	
Father	
Mother	
Any female family member, please specify	
A business mentor	
A community Mentor	
Agency or Institution	
Others Please specify	

9 Does this person continue to mentor you? (Please tick)

Yes	**No**	**No, but someone else does. Please specify**

10 when you began your enterprise, what business related challenges did you face? (Please tick the answers that apply to you)

Market condition	
Legal /regulatory conditions	
Financial difficulties	
Means of Production	
Challenges with raw material	

Labor	
Others, Please specify	

11 When you began your enterprise, what personal challenges did you face?

Lack of self confidence	
Limited network and industry contacts	
Lack of information available	
Combining work and family life	
Challenges in dealing with government institutions and other officials	
Gender discrimination (please specify if you tick this)	
others please specify	

12 Please state briefly how you have overcome any obstacles:

_____

13 Did you benefit from external support to set up your business?

14 Have you taken loan for starting business?

Yes	**No**

15 If no then what are the reasons for not seeking financing support from financial institutions.

Adequate personal funds	
Family resources	
Personal savings	
Difficulty in obtaining credit	
Complicated procedures to obtain credit	
Other, Please specify	

16 If yes then what type of financing arrangement do you have?

Working capital financing	
Fixed asset financing	

Other forms of credit and banking support, please specify	

17 What institution is your financial arrangement with?

Non-governmental organization	
Government agency	
Venture Capital	
Bank	
Other, please specify	

18 How did you learn about these sources of credit?

Family Member	**Friend**	**Local Leader**	**Bank Officer**	**The Internet**	**Other, Please specify**

19 Did you encounter any problem when seeking credit?

Procedural	
Sanction	
Disbursement	
Personal	
Attitude/behavior of officers	
Documentation	
Discrimination	
Guarantor related	
Other, Please Specify	

20 Have you been aware of, applied for, or used incentives (e.g. grants, loans) provided by the government? Please tick the appropriate answer.

Yes	No

21 If Yes, How did you come to know about these schemes?

Family Member	Friend	Local Leader	Bank Officer	The Internet	Other, Please specify

22 If yes was the application process easy?

Very easy	Easy	Neither easy or difficult	Difficult	Very difficult

23 Would you recommend other women entrepreneurs to use these facilities?

Yes	No

24 Do you have support at home? e.g. maids, child care.

Yes	No

25 Is your business main source of income of your family?

Yes	No

26 How many hours per week do you work in the business?_____ Hrs

27 If your enterprise is making profit, how long did this take to happen?
_____ Months _____ Years

28 Where do you sell your products?

Local	
City	

State	
National	
International	

29 Do your business help to improve in Standard of living?

Yes	No

30 Do you see many entrepreneurial opportunities for women in Rajasthan?

Yes	No	Only for small business	Only for some sectors

31 In your opinion, is the current policy, legal and regulatory environment supportive of women entrepreneurs in Rajasthan?

Yes	No	If no briefly explain

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